TRAVEL PRINTOUT

U.S. Travel Data Center

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NATIONAL TRAVEL SURVEY

TRAVEL ACTIVITY STILL REMAINS BELOW 1979 LEVELS

Unfavorable economic conditions continued to depress travel and tourism during 1980's second quarter as consumers reported 13% fewer person-trips than one year earlier.

This figure was released by the U.S. Travel Data Center in issuing its 1980 National Travel Survey Second Quarter Report this week.

Vacation person-trips fell eight percent from second quarter, 1979, levels. However, vacation travel of one week or more duration increased significantly, and the number of nights spent away from home on these trips was higher this second period.

Person-trips taken by personal motor vehicle dropped almost 14% from 1979 second quarter levels. (A person-trip is one person taking any one trip.) On the other hand, air person-trips declined 2% from year-earlier figures.

The National Travel Survey reported that travelers chose destinations closer to home in the second quarter of 1980. Forty-seven percent of all person-trips recorded involved round-trip distances of less than 400 miles as compared to 38% in the same quarter in 1979.

The average duration for all travel was similar to that recorded last year, the report continues, but a slightly greater percentage of travelers spent nights in commercial lodging facilities.

The National Travel Survey quarterly reports are based on monthly telephone surveys of over 1,000 U.S. adults. The 148-page Second Quarter Report is being sent free to Data Center members, and is available for $19.00 prepaid, from the U. S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036, the national non-profit center for travel and tourism research.###

PERCENT DISTRIBUTION OF TOTAL TRIPS BY DESTINATION REGION
(1980 NATIONAL TRAVEL SURVEY'S SECOND QUARTER REPORT)

PUBLICATIONS/STUDIES RELEASED

Survey of State Travel Offices 1980-1981 and Impact of Travel on State Economies will be available in November.

Contract studies on the economic impact of travel have been completed for Louisiana parishes and Oklahoma counties.

AUGUST TRAVEL 20% BELOW 1979

Thirty-one percent of U.S. adults traveled away from home in August, according to the Data Center's monthly National Travel Survey. They took 127 million person-trips, 20 percent below the 1979 estimates for the month. However, trips taken were considerably longer in both distance and duration.

Vacation person-trips totaled 92 million--down 14 percent from the previous August--but also were longer in distance and duration. Business/convention trips were off 34 percent.###

To identify actual and potential travel markets and maximize return on advertising allocations, the Canadian Government Office of Tourism (CGOT) is engaged in extensive studies of Canadian visitation. " Our aim is to give the American traveler a good sense of direction -- North!" said Myron Rusk of the Canadian Government Office of Tourism (CGOT).

In addition to its own research the CGOT has used the services of the U.S. Travel Data Center in these studies.

In their investigations, CGOT used infomation on U.S. travel to and through Canada derived from the 1977 National Travel Survey conducted by the U.S. Bureau of the Census. As part of the analysis, the CGOT asked the Data Center to produce additional tabulations of this data base. These tabulations formed two series. The first provided detailed information on U.S. pleasure travel to Canada, including a breakdown by Canadian provinces visited and types of overnight accommodations used, information not published in the Census Bureau's final report.

A second series focused on potential U.S. visitors to Canada. These tabulations were designed to a) compare U.S. pleasure trips to Canada with those trips made to U.S. states bordering Canada, and b) to profile U.S. adults who traveled on pleasure a distance sufficient to reach Canada even though another destination was chosen.

Using its own 1980 National Travel Survey, the Data Center is now conducting additional research for the CGOT. (The 1980 National Travel Survey gathers information on all essential aspects of U.S. travel from a monthly telephone survey of more than 1,000 U.S. adults, with the results projectable to the total adult population.) By adding proprietary questions to this survey, a Data Center client can receive specific information on any travel-related topic.

Through a series of proprietary questions and a set of tabulations specially designed by the Data Center, the CGOT is updating the work done earlier to further understanding of both the magnitude and profile of the potential U.S. visitor to Canada. "Our questions will provide a season-by-season analysis of Americans who traveled far enough to come to Canada if they'd only tried," according to Mr. Rusk.

The CGOT has published a report on the volume and characteristics of U.S. travel to and through Canada. They also plan to release information on potential visitors for public consumption and in more comprehensive analytical reports for marketing and industry development.###

TRAVEL OUTLOOK FORUM NEARS

Plan to attend the 1981 Travel Outlook Forum on December 4. Register now. Space is limited.

Due to limited space, no complimentary registration for reporters will be accepted after November 10.###

DATA CENTER RESEARCH ON MICROFICHE

Because of their uniqueness and importance in the travel industry, Data Center publications are now preserved on microfiche (small sheets of microfilm) for subcribers to the Statistical Reference Index, a product of Congressional Information Service, Inc.

Publications are selected for the Index, according to Richard Johnson, spokesman for Congressional Information Service, because "the data are important, have relatively wide interest, and the information is not duplicated elsewhere."

Johnson said, "We put real emphasis on quality," as he stressed the importance of microfiche for efficient storage and preservation of data.

The Statistical Reference Index abstracts and indexes over 2,000 titles containing significant statistical information from sources other than the federal government and offers this information each month to subscribers of the microfiche library.

Among the 2,000 subscribers of Congressional Information Service are large academic libraries, corporate libraries, and government agencies. For further information, contact Congressional Information Service, Inc., 7101 Wisconsin Ave., Washington, D.C. 20014.###

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TRAVEL COSTS CONTINUE TO OUTPACE CONSUMER PRICE INDEX

Washington, D.C. -- Despite declining asoline prices, the cost of travel rose aster than that of other consumer items for he third month in a row, as measured by the .S. Travel Data Center's Travel Price Index TPI).

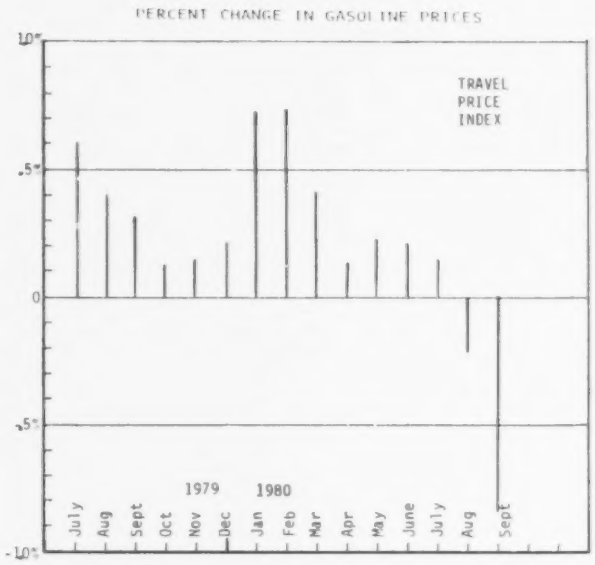
While the Consumer Price Index rose 0.9 ercent on a seasonally unadjusted basis in eptember, the Travel Price Index was up 1.4 ercent. This figure exceeded the 1.2 increase registered in August, 1980.

The TPI (which measures changes in the easonally unadjusted cost of lodging, food, ransportation and other goods and services urchased by Americans traveling away from ome in this country) stood at 291.6 in September. It was 100 in 1967.

Gasoline prices declined 0.8 percent rom the August level, the largest decline in his component since March, 1976.

The cost of airline fares, however, posed the largest increase among TPI components ith a 7.1 percent increase over August. Intercity bus fares showed the next largest increase for the month at 2.3 percent. Interity train fares showed no change.

The TPI has increased 19.0 percent since eptember, 1979, compared to a 12.7 percentge increase in the CPI during the same period.



with 44.9 percent increase over last September. Gasoline prices showed the second largest increase over this period at 23.9 percent Entertainment services posted the smallest increase at 8.4 percent for the year period.###

VISITOR VOLUME AT NATIONAL PARKS

Region	August, 1980 visits (thousands)	Change from July, 1980 (percent)	Change from August, 1979 (percent)	1980/79 Year-to-date change (percent)
New England	2,366.8	7.4	12.1	9.8
Eastern Gateway	2,678.8	-28.9	-1.3	-4.9
G. Washington Country	7,617.3	-26.8	-0.9	3.5
The South	7,652.5	-20.7	7.2	4.6
Great Lakes Country	1,148.9	2.0	4.1	6.0
Mountain West	5,434.0	-2.5	2.1	2.8
Frontier West	2,714.8	-7.1	-3.6	-1.0
Far West	4,510.8	-33.9	4.9	10.4
The Islands	487.8	3.2	-20.2	4.8
TOTAL	34,811.7	-19.4	2.4	4.1

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

[1]Preliminary; adjusted for seasonal variations and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]Class I carrier regular route and charter service. Source: American Bus Association. [6]Preliminary; adjusted for changing speed limits. Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Data Center and Nettleton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

CURRENT TRAVEL INDICATORS

	August, 1980	% change from July, 1980	% change from August, 1979	Year-to-date % change 1980/1979
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,270 million	0.8	12.3	9.9
Car rental/leasing without drivers	421 million	1.4	17.9	17.6
Eating and drinking places	6,611 million	0.1	7.0	8.2
Hotels, motels and other lodging places	2,015 million	0.5	8.4	7.4
Gasoline service stations	7,843 million	-0.8	25.8	33.4
Commercial lodging demand				
Hotel/motel occupancy rate[2]	74.9 percent	3.9	-4.7	-3.2
Real demand for commercial lodging[3]	813.5 million	1.8	-11.6	-8.5
Airline passenger traffic[4]				
Domestic revenue passenger-miles	18.8 billion	5.6	-10.6	-4.2
International revenue passenger-miles	6.1 billion	5.3	0.7	2.9
Bus passenger traffic[5]				
Intercity bus passenger-miles	2.09 billion	4.0	3.0	1.8
Highway traffic volume[6]				
Main rural road vehicle-miles	52.9 million	1.4	-1.0	-2.1
Rail passenger traffic[7]				
Amtrak passenger-miles	537.1 million	4.4	-6.0	-7.7
Travel Price Index[8]	287.6	1.2	19.2	23.0
U.S. resident travel[9]				
Total person-trips	127.1 million	12.1	-19.7	-19.5
Vacation person-trips	91.8 million	5.2	-13.6	N/A
Public use of National Parks[10]				
Visits	36,434,500	-15.2	-5.3	3.7
Overnight stays	3,296,200	1.3	2.3	2.4
Foreign arrivals in U.S.[11]				
From overseas	1,157,979	3.0	9.4	12.3
From Canada	1,780,507	13.0	26.9	9.1
U.S. citizen departures[11]				
To overseas	800,823	-13.9	-5.0	-1.2
To Canada	2,358,890	8.7	5.4	0.6
Domestic demand for motor gasoline[13]				
Barrels per day	6,584 thousand	-2.5	-10.2	-7.4

[1]Preliminary; adjusted for seasonal variations and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]Class I carrier regular route and charter service. Source: American Bus Association. [6]Preliminary; adjusted for changing speed limits. Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Data Center and Nettleton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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Northwest
Washington, D.C.
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